

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF
TECHNOLOGY AND DESIGN



PROGRAM

Final Scientific and Practical Conference on the Results of the
International Competition of Smart Idea Contest
“The future generation has a smart idea”

KYIV 2025

The competition is held within the framework of the implementation of the following projects



Co-funded by the
Erasmus+ Programme
of the European Union



**Project K2 – SEAL-NR
Skills Enrichment for Adaptive
Leadership in the New Reality**

**PROGRAM
of the final scientific and practical conference based on the results of the competition**

October 24, 2025

9:45-10:00

Registration of participants

Section 1

<https://us05web.zoom.us/j/84711871659?pwd=MlgRauPWohbkTbVZ48QaopTa9H3gu6.1>

Meeting ID: 847 1187 1659

Passcode: 9EnGcg

Section 2

<https://us04web.zoom.us/j/74316946797?pwd=q1U3Gyea6Vy7tMIF907hp5W9DzjtQG.1>

Meeting ID: 743 1694 6797

Passcode: 6zqKeH

10:00-12:00

Greetings to the participants. Listening to the reports of the Competition participants.

14.30 – 15.00

Award ceremony for the winners of the Competition

<https://us02web.zoom.us/j/7278877577?pwd=YgaI2q5M9GukQsjVVpp8i42uqsbebR.1&omn=84023526185>

Meeting ID: 727 887 7577

Passcode: 2025

Closing of the Competition.

Section 1

<i>Time</i>	<i>Report topic</i>
10.10	<p>Mariia-Anastasiia Kravets <i>Ivan Boberskyi Lviv State University of Physical Culture, Ukraine, Lviv</i></p> <p style="text-align: center;">MAXIMIZING VALUE, MINIMIZING WASTE: UNDERSTANDING THE LEAN SYSTEM AND ITS APPLICATION IN MODERN BUSINESS</p> <p style="text-align: right;"><i>Scientific supervisors: Anatoliy Pavlenchyk, Candidate of economic sciences, Associate Professor</i></p>
10.20	<p>Mariia Filonenko <i>Taras Shevchenko National University of Kyiv, Ukraine, Kyiv</i></p> <p style="text-align: center;">WARTIME PERSONNEL MANAGEMENT IN BANKING INSTITUTIONS</p> <p style="text-align: right;"><i>Scientific supervisor: Oksana Zhylynska, Doctor of Economic Sciences, Professor</i></p>
10.30	<p>Viktoriia Kharchenko <i>Kharkiv National Automobile and Highway University, Ukraine, Kharkiv</i> Oleksandr Bocharov <i>Kharkiv National Automobile and Highway University, Ukraine, Kharkiv</i></p> <p style="text-align: center;">METHODOLOGICAL FRAMEWORK FOR EVALUATING GENDER SENSITIVITY IN CORPORATE CULTURE OF ENTERPRISES</p> <p style="text-align: right;"><i>Scientific supervisors: Iryna Fedotova, Doctor of Economic Sciences, Professor</i></p>
10.40	<p>Oleksandr Ponomarov <i>Simon Kuznets Kharkiv National University of Economics, Ukraine, Kharkiv</i></p> <p style="text-align: center;">Formation of an effective management information support system</p> <p style="text-align: right;"><i>Scientific supervisor: Oleksandra Kanova, Cand. Sc. (Economic), Associate Professor</i></p>
10.50	<p>Viktoriia Piavchuk <i>Polissia National University, Zhytomyr, Ukraine</i></p> <p style="text-align: center;">MANAGEMENT OF DAIRY PRODUCT QUALITY IN THE CONTEXT OF UKRAINE'S EUROPEAN INTEGRATION</p> <p style="text-align: right;"><i>Scientific supervisor: Valinkevych Nataliia, Doctor of Economic Sciences, Professor</i></p>
11.00	<p>Kateryna Doloshytska <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p>

	<p style="text-align: center;">DIGITAL MARKETING IN WARTIME</p> <p style="text-align: right;"><i>Scientific supervisor: Olga Melnyk, Doctor of Economic Sciences, Professor</i></p>
11.10	<p>Stepanenko Kateryna <i>Kyiv National Economic University named after Vadym Hetman Ukraine, Kyiv</i></p> <p style="text-align: center;">RECRUITMENT AGENCIES: THEORETICAL FOUNDATIONS AND ANALYTICS OF THE MODERN LABOR MARKET OF UKRAINE</p> <p style="text-align: right;"><i>Scientific supervisors: Vonberg Tetiana PhD in Economics, Associate Professor</i></p>
11.20	<p>Antonii Pakhut <i>National University of Water and Environmental Engineering, Rivne</i></p> <p style="text-align: center;">MANAGERIAL MODEL OF STUDENT SELF-GOVERNMENT DEVELOPMENT AS A TOOL FOR LEADERSHIP FORMATION</p> <p style="text-align: right;"><i>Scientific supervisor: Olena Doroshenko PhD in Economics, Associate Professor</i></p>
11.30	<p>Oleksandr Fedchyk <i>National University of Water Management and Nature Resources Use, Ukraine, Rivne</i></p> <p style="text-align: center;">TNC INVESTMENT IN HIGH TECHNOLOGY AS A KEY FACTOR IN GLOBAL ECONOMIC EXPANSION</p> <p style="text-align: right;"><i>Scientific supervisor: Alla Zhemba, PhD, associate professor</i></p>
11.40	<p>Sofiia Bodun <i>Lutsk National Technical University, Ukraine</i></p> <p>Dariia Kovalchuk <i>Lutsk National Technical University, Ukraine</i></p> <p style="text-align: center;">DIGITAL TRENDS IN HOTEL MANAGEMENT: IMPACT OF ONLINE RATINGS</p> <p style="text-align: right;"><i>Scientific supervisor: Nataliia Vavdiuk, Dr. Sc. (Econ), Professor</i> <i>Scientific supervisor: Dorota Piotrowska, dr inż., Professor</i></p>
11.50	<p>Anna Kolisnyk <i>Poltava State Agrarian University, Ukraine</i></p> <p>Rostyslav Protas <i>Jan Dlugosz University in Czestochowa, Poland</i></p>

	<p>INNOVATION AND COMMUNICATION MECHANISM AS A DRIVER OF EFFECTIVE CORPORATE MANAGEMENT</p> <p><i>Scientific supervisor: Oliinyk A.S., Candidate of Economic Sciences, Associate Professor</i></p>
12.00	<p>Lutsenko Milolika <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p>THE ROLE OF THE STATE, BUSINESS AND EDUCATION IN THE FORMATION OF AN ENVIRONMENTALLY CONSCIOUS ENVIRONMENT</p> <p><i>Scientific supervisor: Nataliia Buhas Candidate of Economic Sciences, Associate Professor</i></p>
12.10	<p>Anastasiia Stepanchuk <i>Zhytomyr Polytechnic State University, Ukraine, Zhytomyr</i></p> <p>Karyna Hrybuk <i>Zhytomyr Polytechnic State University, Ukraine, Zhytomyr</i></p> <p>INTERNATIONAL ACADEMIC MOBILITY AS A CATALYST FOR CROSS-CULTURAL MANAGEMENT AND INNOVATION</p> <p><i>Scientific supervisor: Tetyana Ostapchuk, Doctor of Economics, Professor</i></p>
12.20	<p>Bohdan Grishko <i>Kremenchuk Mykhailo Ostrohradskyi National University</i></p> <p>THE ROLE OF INTERNATIONAL DIGITAL PLATFORMS IN THE DEVELOPMENT OF E-COMMERCE</p> <p><i>Scientific supervisor: Maslak Olga Doctor of Economics, Professor</i></p>
12.30	<p>Olha Samchuk <i>State University of Trade and Economics</i></p> <p>DIGITALIZATION OF CORPORATE SOCIAL RESPONSIBILITY AT ENTERPRISE</p> <p><i>Scientific Supervisor: Khmurova Viktoriia, PhD in Economics, Associate Professor</i></p>
12.40	<p>Harun Oleksandr <i>Ivano-Frankivsk National Technical University of Oil and Gas</i></p> <p>FORMATION OF CORPORATE CULTURE OF ENERGY ENTERPRISES IN TIMES OF CRISIS</p> <p><i>Supervisor: Zapuhlyak Ivanna</i></p>

	<i>Doctor of Economics, Professor</i>
<i>12.50</i>	<p>Hurynets Karyna <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p>LEADERSHIP PRACTICES FOR REBUILDING THE ECOSYSTEM OF UKRAINIAN ENTERPRISES</p> <p><i>Scientific supervisor: Nataliia Buhas Candidate of Economic Sciences, Associate Professor</i></p>
<i>13.00</i>	<p>Makovoz Serhii <i>National Technical University "Kharkiv Polytechnic Institute Dresden University of Technology</i></p> <p>THE PRINCIPLE OF CAUTION IN CORPORATE CULTURE: CHALLENGES OF THE DIGITAL ERA</p> <p><i>Scientific supervisor: Shmatko Nataliia Doctor of Economics, Professor</i></p>

Section 2

<i>Time</i>	<i>Report topic</i>
10.10	<p>Anastasiia Kalinchuk <i>Taras Shevchenko National University of Kyiv, Ukraine, Kyiv</i></p> <p style="text-align: center;">DEVELOPING CREATIVITY OF MODERN LEADERS</p> <p style="text-align: right;"><i>Scientific supervisor: Iryna Horbas PhD in Economics, Associate Professor</i></p>
10.20	<p>Victoriia Tsisaruk <i>Lutsk National Technical University, Ukraine</i></p> <p>Alina Shepeliuk <i>Anglo-American University, Czech Republic</i></p> <p style="text-align: center;">ESTABLISHING EFFECTIVE COMMUNICATION BETWEEN TOP MANAGEMENT AND PROCUREMENT MANAGERS</p> <p style="text-align: right;"><i>Scientific supervisor: Nataliia Koretska, PhD in Economic, Associate Professor, Anna Maria Kamińska, PhD in Economic, Associate Professor, <i>Wroclaw University of Technology, Poland</i></i></p>
10.30	<p>Taisiia Lebedynets <i>National University of Food Technologies, Ukraine, Kyiv</i></p> <p style="text-align: center;">SOCIAL WELL-BEING AS A DRIVING FORCE FOR SUSTAINABLE DEVELOPMENT IN UKRAINE: INTEGRATION OF BEST INTERNATIONAL PRACTICES</p> <p style="text-align: right;"><i>Scientific supervisor: Liana Maznyk, PhD in Economic, Associate Professor</i></p>
10.40	<p>Sofiia Bryhina <i>Bohdan Khmelnytskyi Melitopol State Pedagogical University, Ukraine, Zaporizhzhia</i></p> <p style="text-align: center;">INSTITUTIONAL SUPPORT FOR ECONOMIC STABILITY IN UKRAINE'S HOTEL AND RESTAURANT SECTOR AMID HYBRID THREATS</p> <p style="text-align: right;"><i>Scientific supervisor: Natalia Babko, PhD in Economics, Associate Professor</i></p>
10.50	<p>Iryna Zamulko <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p> <p style="text-align: center;">THEORETICAL ASPECTS OF PERSONNEL ADAPTATION TO THE PROFESSIONAL ENVIRONMENT IN THE CONDITIONS OF WAR IN UKRAINE</p>

	<p><i>Scientific supervisor: Orysia Pshyk-Kovalska, PhD in Economics, Associate Professor</i></p>
11.00	<p>Oleksandra Tarara <i>National University of Water and Environmental Engineering, Ukraine, Rivne</i></p> <p>TRENDS IN THE GLOBAL ARMS MARKET AND THEIR IMPACT ON THE GLOBAL BUSINESS ENVIRONMENT</p> <p><i>Scientific supervisor: Kovshun Natalia Doctor of Economics, Professor</i></p>
11.10	<p>Iryna Sukhovarova-Zhornova <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p> <p>MANAGING THE DEVELOPMENT OF THE UKRAINE'S AGRICULTURAL SECTOR ON THE BASIS OF CIRCULAR ECONOMY</p> <p><i>Scientific supervisor: Halyna Yosypivna Luchko, PhD in Economics, Associate Professor</i></p>
11.20	<p>Daria ILCHENKO <i>Simon Kuznets Kharkiv national university of economics, Ukraine, Kharkiv</i></p> <p>PROSPECTS FOR THE INNOVATIVE TRANSFORMATION OF LOGISTICAL PROCESSES OF STATE-OWNED ENTERPRISES BASED ON INDUSTRY 4.0 TECHNOLOGIES</p> <p><i>Scientific supervisor: Tetiana SIGAIEVA, PhD in Economics</i></p>
11.30	<p>Denys Onopriichuk <i>Mykolayiv National Agrarian University, Ukraine, Mykolayiv</i> Aurika Barbalat</p> <p>OPTIMIZATION OF PLANNING OF ACTIVITIES OF LLC "PROMIN", PERVOMAIISKY DISTRICT, MYKOLAYIV REGION</p> <p><i>Scientific supervisor: Anna Burkovska, PhD, Associate Professor</i></p>
11.40	<p>Illia Pshenychnyi <i>Mykolayiv National Agrarian University, Ukraine</i> Denys Onopriichuk <i>Mykolayiv National Agrarian University, Ukraine</i></p> <p>ORGANIZATIONAL AND ECONOMIC PROCEDURES OF BUSINESS PLANNING OF ENTREPRENEURIAL ACTIVITIES ON THE EXAMPLE OF KERNEL-TRADE LLC</p> <p><i>Scientific supervisor: Anna Burkovska,</i></p>

	<i>PhD, Associate Professor</i>
11.50	<p>Valeriia Samoilova <i>Kharkiv National Automobile and Highway University</i></p> <p>Karina Puhach <i>Kharkiv National Automobile and Highway University</i></p> <p>TRANSFORMATION OF CORPORATE CULTURE AS A FACTOR OF IMPROVING THE EFFICIENCY OF ENTERPRISE MANAGEMENT"</p> <p><i>Scientific supervisor: Nadiia Bocharova, PhD, Associate Professor</i></p>
12.00	<p>Andriana MYKYTYUK <i>West Ukrainian National University, Ukraine, Ternopil</i></p> <p>Olha SHMIHEL <i>West Ukrainian National University, Ukraine, Ternopil</i></p> <p>INFORMATION SUPPORT FOR MANAGEMENT OF INVESTMENT ACTIVITIES OF AN ENTERPRISE IN CONDITIONS OF RISK AND UNCERTAINTY</p> <p><i>Scientific supervisor: Yuliia MYKYTYUK, PhD (Economics), Associate Professor</i></p>
12.10	<p>Valeriia Hembik <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p>IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE MANAGEMENT STRATEGY OF ORGANIZATIONS</p> <p><i>Scientific supervisor: Svitlana Bondarenko Doctor of Economics, Associate Professor</i></p>
12.20	<p>Alina Benderska <i>Odesa National Economic University</i></p> <p>BRAND MANAGEMENT IN INTERNATIONAL MARKETS</p> <p><i>Scientific supervisor: Julia Brovkina, associate professor, PhD of the Management</i></p>
12.30	<p>Tonh Le Diana <i>State University of Trade and Economics</i></p> <p>SYNERGY OF MARKETING AND CORPORATE MANAGEMENT FOR SUSTAINABLE BUSINESS DEVELOPMENT</p> <p><i>Scientific Supervisor: Bieliaieva Nataliia, PhD in Economics, Associate Professor</i></p>
12.40	<p>Anton Kutishevskyi Yuliia Hoisiuk</p> <p><i>Kyiv National Economic University named after Vadym Hetman Ukraine, Kyiv</i></p>

	<p>CUSTOMER-CENTRIC LOYALTY MANAGEMENT STRATEGIES IN THE DIGITAL ECONOMY</p> <p><i>Scientific supervisors: Victoria Gonchar Doctor of Economics, Professor</i></p>
12.50	<p>Yulia Shyshlova <i>Kremenchuk Mykhailo Ostrohradskyi National University</i></p> <p>INFLUENCE OF INNOVATIVE RISK MANAGEMENT METHODS ON PERFORMANCE IN INVESTMENT ACTIVITIES</p> <p><i>Scientific supervisor: Sakun Lesya Candidate of Economic Sciences, Associate Professor</i></p>
13.10	<p>Dominika Riznyk Daryna Kovalchuk <i>Lutsk National Technical University</i></p> <p>ASSESSMENT WOMEN'S LEADERSHIP IN LNTU</p> <p><i>Scientific advisors: Nataliia Koretska, PhD, As. Prof., Mariusz Mazurkevich, PhD, DSc., Professor, Wroclaw Tech</i></p>